

May 31, 2022
Otsuka Foods, Co., Ltd.

**Otsuka Foods’ “Zero Meat” to Be Used in
Three Vegetable Pasta Dishes on the Grand
Menu at All 89 Popolamama Restaurants**

Starting June 1, 2022

TOKYO, Japan, May 31, 2022—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) has been expanding its “Zero Meat for Commercial Use” products, which it developed together with Starzen Co., Ltd., since March 2020. Now, Popolamama, Co., Ltd., has decided to adopt Zero Meat Hamburger for Commercial Use for the first time for the menu of Popolamama, a chain of restaurants specializing in fresh pasta, offering it in three vegetable pasta dishes starting June 1, 2022.

Otsuka Foods first launched “Zero Meat” retail products made from soy meat^{*1} without animal-based ingredients^{*2} in November 2018. Since then, the company has greatly improved the texture and taste with ongoing research and development to bring out the flavor of plant-derived ingredients. In addition, soy meat is being used by more and more restaurants and home meal providers, in consideration of issues highlighted by the SDGs, including heightened health awareness, food problems caused by population growth, and the environmental impact of raising livestock.

The motto of Popolamama restaurants is to “bring smiles to customers through the most valuable fresh pasta in the world!” In line with this commitment, in addition to its standard pasta menu, Popolamama has been developing a healthy menu with plenty of vegetables and has decided to introduce items that use soy meat, which has been attracting increasing attention in recent years. The new menu items are healthy pasta dishes that provide one third of the vegetables needed for a day, while the addition of Zero Meat Hamburger for Commercial Use as an ingredient makes the pasta more satisfying and filling.

Going beyond its many successful retail products, Otsuka Foods will continue to expand the market for its commercial use products, reaching both restaurants and home meal providers that offer items such as bento boxes. The goal is to make soy meat substitutes, which are attracting more and more attention, easily available to customers, thereby helping to solve various social issues by providing plant-based products.

*1 The Zero Meat series products are made with a soy-based processed food.

*2 Animal-based ingredients include beef, pork, chicken, eggs, milk, honey, and other livestock products, as well as seafood.